



Tammy Koolbeck
Regional Vice President

Tammy is one of the company's most senior executives, overseeing one-half of Venuworks facilities including all the convention center-oriented accounts; she also manages VenuWorks' corporate marketing activities and many of the firm's industry partner relationships. Tammy's background is in convention/visitor bureau destination marketing and multi-property hotel sales, selling to association, SMERF and corporate groups at state, regional and national levels. She attends ICCA annually as well as ASAE, RCMA, MPI and HSMIA's Affordable Meetings as often as possible to interact with meeting planners on behalf of our facilities. She began with VenuWorks in Cedar Rapids, IA as Director of Marketing for Five Seasons Convention Center and Paramount Theatre and was promoted to Assistant Executive Director after leading the venue's naming rights process (now called the U.S. Cellular Center complex). She currently serves as IAVM's Region III Director and as a Board Member, with active committee positions on the Industry Affairs and Professional Educational Councils. Tammy was honored last year as a 'Woman of Influence' by *Venues Today Magazine*, who recognized prominent women in the live entertainment and convention facility management industry.